

Geneva Motor Show

SEAT unveils its future with the 20V20

- / The *showcar* is a preview of the company's strategic vision
- / Stackmann: "SEAT is applying the 'Leon Formula' to the entire range"
- / Sales of the brand are 7.5% higher at the start of 2015
- / SEAT will present the first compact SUV in its history next year in Geneva

Geneva, 03/03/2015. - SEAT has its eyes firmly set on the year 2020. The Spanish carmaker revealed its strategic vision for the future in Geneva today with the 20V20 showcar (meaning Vision 2020), an SUV that sets the stage for the brand's future and puts forward the new design language. **"The 20V20 shows our ambition"**, said SEAT President Jürgen Stackmann today during the company's presentation at the Geneva Motor Show. **"It is our guiding star and the lighthouse for our development for the coming five-year period"**.

Stackmann emphasised that **"SEAT will be applying the winning Leon product formula to the entire range. We've taken all product decisions to consolidate the successful path started with LEON and we have finalised our product plan for the coming years. SEAT will shift focus from the small car to the compact car category. The centre of gravity shifts upwards entering big, fast growing and more profitable segments"**. In addition, Stackmann reaffirmed the brand's commitment to enhancing connectivity, which is backed by the agreement announced yesterday with SAMSUNG.

The President of SEAT also announced that the brand continues having a positive momentum in the first two months of the year compared to the same period in 2014: **"To date, our global sales have grown 7.5%"**. Stackmann underscored that in 2014 SEAT sales improved by more than 10% for the second consecutive year and placed emphasis on the big EU markets, including Germany, Spain, the United Kingdom and Italy, where the brand displayed double-digit growth.

The success of the Leon family explains the brand's surge in sales. **"For the first time in our history we have sold more Leon than Ibiza. The Leon family is now complete"**, summarised Stackmann, who announced the world premiere of SEAT's first compact SUV at next year's Geneva Motor Show.

20V20, SEAT's strategic vision

The SEAT 20V20 combines the dynamic silhouette of a four-door sports coupé with the refinement of an SUV and the versatility and utility of a mid-size estate car. At a length of 4,659 metres and with its 20-inch wheels and the determined expression conveyed by its adaptive full-LED headlamps, this sports utility has a robust stance that is in no way

aggressive, while the interior offers a generous amount of space and premium ambience for five. In addition, a comprehensive package of driver assistance systems raises the levels of comfort and safety even further. The array of drive options is multi-faceted, ranging from the high-performance TSI and TDI motors to plug-in hybrids. The power is delivered to the wheels via the DSG transmission and electronically controlled all-wheel drive.

New Toledo FR Line, sportier and more versatile

The SEAT Toledo FR Line is another attraction presented by the Spanish brand at the Geneva Motor Show. The Toledo is now even sportier with its exclusive FR Line version, which offers an exclusive combination of sporty design and versatility at an exceptional price. Equipped with TSI and TDI engines with displacements ranging from 1.2 to 1.6 litres and full LED headlights that are unique in this segment, the new SEAT Toledo FR Line underscores its dynamic character with additional sills and a newly designed, powerful front end featuring more distinctive air intakes. With its 17-inch wheels painted in titanium grey, the Toledo FR Line has an even more masculine stance. A tinted rear windscreen and rear-side windows add emphasis to its taut lines. Its distinctive appearance is rounded off by exterior mirror casings painted in titanium grey, LED rear lights, fog lamps and FR logos front and back.

The Leon ST CUPRA completes the sportiest line-up

SEAT is also showcasing the new Leon ST CUPRA to the public in Geneva, which joins the three and five-door versions. The family sized estate version of SEAT's sportiest model is a unique combination of top performance, style and utility. The Leon ST CUPRA 280 accelerates from 0 to 100 km/h in just 6.0 seconds and features a maximum load space of 1,470 litres. The new Leon ST CUPRA is a consistent winner in terms of design, road manners and excellent value-for-money, and is the perfect sports car for all aspects of life, from work and family, to sports and hobbies.

**In the following link: <http://seat-presskit.com/en>
you can find the SEAT press kit of Geneva Motor Show**

SEAT is the only company in its sector with the full-range capacity to design, develop, manufacture and market cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting more than 80% of its vehicles, and is present in 75 countries. In 2014 SEAT achieved worldwide sales of 390,500 units.

SEAT Group employs 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon, amongst other models. Additionally, the company produces the Alhambra in Palmela (Portugal), the Mii in Bratislava (Slovakia) and the Toledo in Mladá Boleslav (Czech Republic).

The Spanish multinational also has a Technical Center, a 'knowledge hub', bringing together 900 engineers whose goal is to be the driving force behind innovation for the number one industrial investor in R&D in Spain. In line with its declared commitment to environmental protection, SEAT undertakes and bases its core activity on sustainability, namely reduction of CO₂ emissions, energy efficiency, as well as recycling and re-use of resources.



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